

Richmond Record-Herald

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RICHMOND, CONTRA COSTA COUNTY, CAL., —FRIDAY, NOVEMBER 2, 1917.

NUMBER 94

French and British Rush to Italy Russia Not to Quit War Says Kenrensky

COUNTRY NOW WEARY AND AID MUST BE GIVEN IMMEDIATELY

WASHINGTON, Nov. 2.—Russia is not out of the war nor has she any intention of quitting, it was stated here today, following publication of statements attributed to Premier Kerensky that Russia has the right to expect her allies to now shoulder the burden of the war.

"Any statement that Russia has quit the war is most unwarranted," declared Secretary of State Lansing today.

PETROGRAD, Nov. 2.—A renewal of fighting on the southwest front was reported today by the War Office.

The village of Popavlevy German forces drove back Russian advance guards, but the Russians counter-attacked with reserve forces and won back their positions.

Russian artillery has silenced German artillery in the direction of Grand Piorak.

WARTIME THEME AT THE
WESLEY METHODIST CHURCH

Rev. Frank Linder will give a talk Sunday evening at Wesley Methodist church on the subject of "Babies Born Among the Bombs," being a presentation of the claims of a child in wartime.

The people of Richmond are cordially invited to attend the Sunday evening service and listen to the discourse, which will be of great interest.

INFANT CHILD DIES

Isabelle, the 7-months-old baby daughter of Mr. and Mrs. Henry Valencia died at the family home at 34th and Ohio streets this morning.

The funeral will take place from the house tomorrow morning at 9:30 and there will also be services at St. Paul's Catholic church in San Pablo at 10 o'clock. Interment in St. Paul's cemetery in the family plot. Bert Curry has charge of the funeral.

T. & D. THEATRE WILL BE BUILT AT ONCE, SAYS DAME RUMOR

Indications are that Turner & Dahmkin are going to erect their building at Ninth street and Macdonald avenue at once and that when completed it will be the finest structure in this city.

Architect Weeks will have the work in charge and it is to cost in the neighborhood of \$150,000, according to the specifications which have been on file in that gentleman's office in San Francisco for several months.

The new theatre will have a seating capacity of 1200 and will be of brick and cement.

UNION MEETINGS AT POINT MAY BE CLOSED

The Big exangelistic meeting at the First Methodist Episcopal church at the Point is mighty interesting. Tonight the Calvary Baptist young people are coming over in a body and will furnish some music.

Hear the men sing. The men's choir sang last night and will sing again tonight. Mr. H. B. Ireland will give a very interesting and practical talk. Come out and bring a friend.

It has not yet been determined whether or not Mr. and Mrs. Ireland will close their meetings Sunday night. The people at the Point are trying to get them to remain for another week, but they have promised their services elsewhere and they may or may not be able to beg off for another week. However, they like Richmond and want to remain here as long as possible.

SECRETARY MAAS TELLS OF CONDITIONS AT AMERICAN LAKE

"It was with a genuine feeling of regret that the order to get ready to return home was received by the boys of our company who had failed to pass in the physical examination at Camp Lewis," declared E. A. Maas, Secretary of the Chamber of Commerce, who returned last night from American Lake.

"Strange as it may sound," said said Maas, "conditions were becoming such there that camp life had taken on a real home atmosphere. The ties of the many new friendships, the interesting drills, the great change from the former routine of our lives, coupled with the realization that we were playing an important part in 'Killing the Kaiser' served to fill our minds and hearts so completely that all preconceived ideas evidencing a distaste for military life were quickly dispelled.

"In fact, many of the boys expressed openly the hope that they would not be sent home while others were eager in their desire to see actual service in the war.

"One fellow, who by the way was employed as a cook in our kitchen, was exempted on account of a slight defect in one of his feet. He became so dejected upon receiving his orders to return that he broke down and sobbed like a child and no amount of comforting could cheer him up.

To me it was like having to leave right in the midst of an exciting ball game, when Uncle Sam decreed I was a few pounds under weight. The fact that I could operate a typewriter or otherwise make myself useful about camp was not entertained. So here I am, although my heart is still with the boys at the Lake. And I shall follow them in all their wanderings and experiences.

"The only fellow who could utter a word of condemnation or protest regarding conditions of camp life, is nothing less than a 'molly-coddle.' He should never have been allowed to leave nurse. But such a fellow is just the kind who needs this training and experience most and a speedy cure for such a growth is essential for his own benefit.

"Our company was from District 13 of San Francisco and included in its limits much of the foreign district and a portion of the famous Barbary Coast. At first I thought that I should be neglected entirely for the sound of their voices was a very 'babel' of foreign tongues. But I finally located agreeable companions of the English speaking race and felt at home. Our company was humorously nicknamed the 'Heinz 57 Brigade.' This was because we had about that many different varieties of nationalities in our crowd, along with their various crosses and combinations.

"From a raw and wild mob such as we most certainly were to a disciplined, efficient and obedient company of soldiers, seemed a long, long cry, and the transformation was nothing less than marvelous in its effect. From what was officially reported to be the most cosmopolitan bunch of men from any district in the whole United States, we evolved in short order to a unit both in spirit and in appearance. That bunch will make one of the crack companies, I'll wager.

"The benefits to be derived from the experience will far offset, in my opinion, any arguments to the contrary. Many of these fellows are being taught both why and how to live decently and clean. For one good thing, all forms of booze are strictly taboo. Some of this

bunch had not been entirely sober before in years. Many men will return with much higher mentality and a better physical condition than in which they started.

"The work of the Y. M. C. A. organization is also a tremendous factor in the daily life of the men at Camp Lewis. A sufficient number of their club buildings have already been established to provide a truly 'home place' for every boy with the colors. Their work is unusually effective as the boys are in a receptive frame of mind and are being taught in the most modern manner many of the most modern essentials of good clean living. That the boys are taking advantage of the facilities for recreation offered by the Y. M. C. A. is evidenced by the crowds who almost continually throng the building in their leisure.

(Continued on Page Four)

NEW POSTAL RATE NOW IN EFFECT OVER NATION

WASHINGTON, Nov. 2.—Yesterday was the last day of the 2 cent letter and the 1 cent postal card, the provision of the new war revenue which calls for an additional tax of 1 cent on mail became effective today.

Letters which the government heretofore carried for 2 cents, postal cards printed and sold by the government and bearing an impressed stamp, and souvenir postcards must bear an extra 1 cent stamp from this morning at the beginning of business. The provision allows letters and cards mailed and delivered in the same city to be carried for the old rates, but all outgoing mail must bear the additional stamp.

No new stamp will be issued, as the government already prints a 3 cent stamp. The 2 and 1 cent stamps will be issued, as in the past, but every outgoing letter will require a 1 and 2 cent stamp, a souvenir postcard 2 cents in postage and the government postal card a 1 cent stamp besides the impressed stamp. Three cent stamps may be used.

The new postal rates have caused some people to buy large supplies of 2 cent stamps, with the expectation of beating the government. The trouble is wasted, as there is absolutely no way of sending a letter through the mails without the additional stamp.

Letters bearing a return address and lacking the postage required by the new provision will be returned to the sender. When those which bear no return address and lack additional stamp are delivered, the required postage will be collected from the receiver.

Much inconvenience is expected by postoffice officials for the first few weeks, but the additional revenue will more than pay for the trouble which is bound to arise.

Third Assistant Postmaster General A. M. Dockery has sent these instructions to the postmasters:

"On and after November 2 see that postage is paid at the rate of three cents an ounce, or fraction thereof, on letters and other first class matter with the exception of 'drop letters.' All 'drop letters,' that is, letters mailed for delivery from the office at which posted including those for delivery by city, rural or other carrier of such office,

PHONE STRIKE IS SPREADING ALONG COAST

SAN FRANCISCO, Nov. 2.—Conferences were resumed today between Verner Z. Reed, sent here by Secretary of Labor Wilson to settle the telephone strike, and officials of the Pacific Telephone and Telephone Company, and while Reed expressed himself as confident that the findings he submitted to the company and union chiefs late yesterday would prove acceptable, no such hopeful attitude was evident among the others.

It was freely predicted today that the company would reject the federal mediator's proposal of recognition of the girl operators' union.

While Richmond is not directly involved in the strike of the telephone operators, this city is vitally interested in the strike of the electrical workers, as the local men all belong to the Union and will quit work as soon as the strike is declared in San Francisco.

It is the union electrical worker which are concerned in unionizing the telephone operators and henceforth, according to the local telephone workers they will be a part and parcel of the union and subject to all rules governing that body. The idea of the electrical workers is to better the condition of the girls, who they declare are only getting a wage of from \$25 to \$30 per month.

PEOPLE PLEDGE TO CONSERVATION OF FOOD

Figures compiled in the food pledge campaign up to 11 o'clock today showed a total of 304,610 for the state, 16,182 for San Francisco and 58,338 for Los Angeles, including Los Angeles County.

According to Chairman I. R. Vaughn, of the local conservation committee, Richmond people are responding liberally with food conservation pledges.

James Norton was tendered a surprise party at the parlors of the First Presbyterian church last night after the meeting of the choir. The occasion was a sort of farewell event on his departure for the San Francisco office of the Standard Oil company, to which place he has been promoted.

are required to have postage paid on them at the rate of two cents an ounce or fraction thereof.

TWO CENT POSTALS.

"Postal cards are required to have two cents postage paid on them and therefore, the one cent stamp must have a one cent stamp affixed to them in addition to the impressed one cent stamp. Postcards (private mailing cards and souvenir cards) bearing a written message must have two cents postage prepaid on them. Postmasters at offices of address shall be careful to rate up with the proper amount of postage due all mail reaching their offices with the post, and insufficiently prepaid. The failure of any postmaster to observe the foregoing shall be reported to the third assistant postmaster general, division of classification."

GEORGE M. KINKLE JOINS SILENT MAJORITY

George M. Kinkle, a resident of this city for the past eleven years and a carpenter by trade, passed away at his home at 522 Twenty-second street this morning at 4:30 o'clock. He was sixty years of age and a native of Indiana. He leaves a son, Charles Kinkle and a daughter, Mrs. Minnie Kitchen to mourn his death.

Some weeks ago the deceased suffered a stroke of paralysis and a recurrent stroke caused his death.

The funeral will take place tomorrow afternoon at 2 o'clock at the mortuary chapel of Bert Curry on Eleventh street. Rev. D. W. Calfee will conduct the services. Interment in Sunset View cemetery.

HERTLING NEW CHANCELLOR IN GERMANY

AMSTERDAM, Nov. 2.—Count Hertling has accepted the post of chancellor, according to advices from Berlin today. He has also been made premier of Austria, it was stated. Coincident with the announcement that Von Hertling had taken the post after it was reported that he would decline it, word was received that Dr. Karl Helfferich has resigned as vice chancellor and minister of the interior. Herr von Walldorf, food dictator, is also reported to have resigned. Herr von Payor is expected to become vice chancellor.

FINAL LIST OF LIBERTY BOYS TO ENTRAIN FOR CAMP LEWIS

There will be fifty-four men sent out of this city for American Lake on Monday evening and the exemption board is busy today attending to the details of reservations, transportation and the thousand and one things which is necessary for the comfort of the men on their long journey. If Mr. Larkin Younce goes with the contingent it is more than likely he will have charge of the men on the trip, but there is some doubt that he will go with the boys, on account of his orders at the Presidio on the 7th to enroll in the aviation corps. The following is the list of those who are scheduled for the trip:

Pete Joseph Pearson.
Fred M. Van Ness
John Gasanago.
John Emmanuel Miller.
Paul Zimmerman.
Ansano Caselli.
Edward P. Lasater.
Anton L. Moltoza.
Jesse Lee Howard.
Arthur E. Pratt.
Wilbur S. Pierce.
Delmer Sweet.
John Adolph Miller.
George P. Ingram.
Manuel Alves.
Reno Charles Galindo.
Edward S. Golder.
Raymond I. Johnson.
Martin C. Hencken.
John Stamatosopoulos.
Earl John Hiatt.
Svend E. Olsen.
Frank A. Silva.

WAR MATERIAL AND MEN ARE SENT ACROSS MOUNTAINS

LONDON, Nov. 2.—Anglo-French reinforcements have arrived at the Italian front, according to official information reaching here today. They have joined General Cadorna's second and third armies on a battle front, probably along the Tagliamento, where it is believed here the most decisive battle in the history of the war is soon to be fought. Official information says that the welcomed troops found the personnel and material of the Italian forces to be much better than expected after the recent experience.

ROME, Nov. 2.—King Victor and Premier Orlando are making a personal inspection of the Italian front, it was announced here today.

THE NEW TRENCH OVERCOAT

sells almost on sight. It's a smartly cut, belted-all-around model with big saddlebag pockets and convertible storm collar; it looks well on nearly every man, and may be bought on easy payments at CHERY'S Men's store, 528 13th; Wo-men's store, 515 13th street, Oakland.—Adv.

Andrea Ferrario.
Silvanio Brigoglio.
Goodwin Goldberg.
George C. Dewey.
John V. Johnson.
Elliot Boaz.
Frank J. Rossi.
Frank M. S. Cabellero.
Ambroto Garbarto.
Henry I. Bill.
Larkin J. Younce.
Percy R. Langill.
Henry Abrao.
Ernest W. Richards.
S. Albert Turrentine.
Michael Doyle.
Leno Olivotte.
Olie McKemy.
Adolph C. Bauer, Jr.
Henry A. Kron.
Mike Reneghen.
Thomas A. Fitzgerald.
Albert A. Alloro.
Wm. J. O'Brien.
Charles T. Soares.
Horace G. Iverson.
Lester H. Conley.
Frank C. Stewart.
Vittorio Dassotti.
Gordon W. Campbell.

Of course the boys will be given the usual sendoff by the people of Richmond on their departure. There will be a band, drum corps and the people will flock to the station to give them a last farewell. With the exception of three men, this will fill Richmond's quota. These will be sent out later, after the final physical examinations have taken place by the United States army officers.

Every Saving Depositor is Interested

in the new Federal Reserve Banking System, established by the United States Government, of which we are a member, because it makes the banking business of the country safer and sounder than ever before.

But even more because it makes practically impossible another of those current panics which in the past have caused business depressions, shut-downs and lack of employment.

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Richmond Record-Herald

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UNPATRIOTIC RETAILERS

More and more the attention of the country is being fixed on the retailers. It appears that the laws passed by congress and the regulative measures adopted by the food administration have left them practically untouched. The price of food in general has not gone down, as the government and the public anticipated, though the much-criticized middleman has had his activities limited and his profits curtailed. Evidence has been accumulating to the effect that most retailers have been, and still are, charging all the traffic will bear. Food Administrator Hoover has recently complained of two flagrant cases in which they have failed his efforts to cheapen food to the consumer. In many places they have forced the public, he says, to pay \$1.50 to \$2.00 a barrel more for flour than is warranted by the price being paid to the millers. And they have charged more for sugar than wholesale prices justified, often quadrupling their old profits. It would be easy to mention many other commodities for which abnormal prices are charged.

In most instances the retailer pleads "scarcity" as his justification. But it should no longer be necessary to point out that is scarcity, real or imaginary, was ever proper cause for boosting prices to consumers, it is not so now, whether the commodity be sugar or shoes or coal or anything else.

Suppose sugar is scarce! Why should the retailer therefore get more per pound for what he has to sell, when the government is enabling him to buy his supply at the same old price? Suppose customers are bidding against each other for the sugar. The only fair and patriotic thing to do is to distribute the supply as equitably as possible, without boosting prices and profits. Otherwise, while everybody else suffers from the scarcity, the retailer gains by it.

It is such exhibitions of unfairness as this, which have occurred in so many cities, that are responsible for the present widespread cry for government regulation of retail prices. We shall have such regulation before long, in all important commodities, if the retailers do not fall into line voluntarily.

BETTER DRAFT SYSTEM

The provost marshal general of the army has announced the completion of a new system that will immensely simplify and improve the process of choosing the rest of our national army.

The eligibility of registered men is to be established automatically before they are called for physical examination. The "economic worth" of every registered man will be determined by a questionnaire, and the men who can best be spared from their homes and jobs will be summoned first.

There are to be five classes, and precedence in selection will be determined by the class a man belongs to. First will come the bachelors without dependants and men with non-dependent wives. Second, skilled farm laborers and men with wives or other nominal dependents who are able to support themselves. Third, skilled war-industry workmen and men with aged or wholly dependent relatives. Fourth, men with large families dependent on them. Fifth, the military unfit. The last class naturally, will not be called at all.

One of the finest features of this new plan is that it will lighten the work of the heavily burdened selective service boards, and thus keep in that service thousands of capable and experienced men who otherwise would be obliged to resign. It is said that 80 per cent of the work connected with choosing men heretofore will be eliminated.

The information comes from somewhere, probably a German source, that the Russians are tired of the war and believe they should be relieved from further strain. Be that as it may the Russians are no more tired of the war than the British, the French and the Belgians. Simply because the Russians are tired of no sign they are going to be permitted to quit, though there have been signs of their inclination in that direction for some time. The Russians are going to stand up and fight or the allies are going to know the reason why.

The threatened strike of the telephone electrical workers has been averted for a season at least by the intervention of the federal government, but it is quite certain that the company will be compelled to meet the demand of the workers. The telephone company is a notoriously cheap concern and pays its employees, particularly the operator girls, starvation wages, while the stockholders are waxing rich from the returns on their investment. The government should take charge of the telephone and telegraph systems of the United States for the protection of the employees, if for no other reason.

Sunday is Go-to-Sunday-School-Sunday and the people of Richmond should respond to the call of the churches and see that their children go on that occasion. And it would not hurt the most of us to accompany the children.



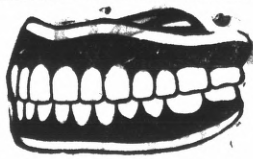
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LOST

LOST—brown fur neck-piece; last night between 13th and 15th streets on Macdonald avenue. Reward. Return to this office. Oct. 31-1t

CLASSIFIED ADS

CLASSIFIED ADVERTISING RATES

Lines	2T	4T	6T	12T	24T
3....	\$.25	\$.40	\$.60	\$ 1.00	\$ 1.60
4....	.35	.60	.80	1.35	2.00
5....	.45	.75	1.00	1.75	2.50
6....	.50	.90	1.20	2.00	3.00
7....	.60	1.00	1.40	2.25	3.50
8....	.70	1.20	1.60	2.50	4.00
9....	.80	1.30	1.80	2.75	4.50
10....	.90	1.50	2.00	3.00	5.00

Strictly in Advance

Classified ads will be taken over the phone and collections made by messenger on payment of 10¢ extra for messenger service.

HELP WANTED

WANTED—Girl to wait on table and do chamber work. Apply Hotel D'Italia, 200 Standard avenue. Phone Rich. 119.

FOR RENT

FOR RENT—Five room modern house, with or without garage, for rent. Inquire 1906 Chanslor Ave.

FOR RENT—\$12.50 Albany, near county line, cozy, furnished cottage. 3 rooms, to couple without children. Apply 517 Kalns Ave., near Brighton, one block east of San Pablo Ave.

FOR SALE

FOR SALE—Two lots, 50-foot frontage on 11th St., near Barrett with modern dwelling in excellent condition, with all conveniences. One of the best bargains in residential close in real estate in the city. Terms reasonable. Address Box 46, Record-Herald. 1t

FOR SALE—A lot and four room cottage on First street, good location. Street improvements done \$1000 cash or terms. See I. Lester, 255 6th street. 11-1-1m

FOR SALE—Fifty-foot corner on Macdonald avenue, for \$1600. Terms. Address Box Q, Record-Herald. a31-1t

FOR SALE OR EXCHANGE—Hotel and saloon, good business, in shopping district on Macdonald avenue, or will exchange for improved city property or ranch. Would consider selling saloon business separately to reliable parties. Address Box F, Record-Herald Office.

FOR SALE—Fifty-foot corner on Macdonald avenue, for \$1600. Terms. Address Box Q, Record-Herald. a31-1t

FOR SALE—50 foot corner on Cutting Boulevard. All clear. \$1500 cash or terms. Address Box J. J. Record-Herald office.

GET A HOME—2 lots, 50 foot frontage, close in location and house, street work all paid. Terms can be arranged. Box C. D. Record-Herald office. 3-22-1t

FOR SALE—Modern close in 5-room dwelling on one of the best residential streets in the city. Will sell at a bargain; part terms if disposed of at once. Address Box 46, Record-Herald. 1t

A BARGAIN—Player piano for sale at a bargain. Will arrange terms to responsible parties. No. 15 11th St. 4-24-1t

COMBINATION pool and billiard table, Brunswick-Balke, good as new, home size; cost \$165, will sell for much less. Address Box GA, Record-Herald Office. 7-19-1t

WANTED—MISCELLANEOUS

WANTED—A good piano. Price and terms must be right. For particulars write P. O. Box 601, Richmond, Cal. 1t

WANT POULTRY — Will trade two choice lots in Richmond Annex all paid for, corner location, slightly view, for poultry. Address Box "BA" Record-Herald office. 6-9-1t

POSITION WANTED

THE W. O. I. C. of Richmond would like to assist any girl that needs help who will either write or come to see Mrs. G. Wallin, 634 Fifteenth St., Richmond. 1t

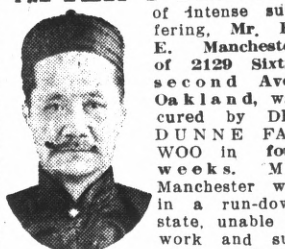
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NOTARY PUBLIC—I make and acknowledge all kinds of legal papers; deeds, mortgages, contracts, leases, etc. Houses to rent; fire insurance. H. G. Stidham, 163 Washington avenue. Phones, office 868, Residence 920. 3-27-1t

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TO CONSERVE THE SUPPLY OF MEATS, THE GOVERNMENT ASKS THE PEOPLE TO

EAT MORE FISH

The prices of halibut and salmon is unusually high, owing to the short supply—

It is up to us to educate our customers to eat more of the other varieties such as:

Rock cod, smelts, mac'eral, sole, sardines.

We anticipate a very good supply this week, shipped direct to us and would appreciate the opportunity to fill your orders at lowest prices.

RICHMOND-CENTRAL MARKETS

O. R. LUDEWIG, Proprietor

Good Places to Eat

Imperial Restaurant

Sunday Dinner a Specialty.

Fifth street at Macdonald Ave.

Tivoli Restaurant & Bakery

Merchants Lunch 35 cents

OTTO KELLER, Prop., 509 Macdonald Ave.

Gold Mine Kitchen

QUICK SERVICE—GOOD MEALS

519 Macdonald avenue

DEWEY CAFE

Short Orders a Specialty

220 Macdonald avenue.

Certificates of Title Notary Public Abstract of Title
Title Insurance Policies Escrows Handled Inheritance tax Appraisers

PATRONIZE HOME INDUSTRY.

Richmond Abstract and Title Co.

Office—Richmond Abstract and Title Co.'s Building.

Twenty-Second and Macdonald Ave., Richmond, California.

Telephone Richmond 819 CHAS. G. BACON, Manager.

Tilden Lumber Co.

PRICE—QUALITY—SERVICE

Quick Relief

Mr. Otto Schip, a faithful employee of Kooch's at corner Washington and 6th Sts., rejoices over his complete recovery. After having tried many doctors and also medicines and also several Chinese herb specialists in Oakland, he found the FONG WAN HERB COMPANY to be the only place that could give him quick and permanent relief.

Oakland, Cal., April 25, 1917.

"I suffered for many months from FIVE LUMPS under my chin, but was entirely cured in two weeks by the FONG WAN HERB TEA. Then I also drank their tea for my eyes and after a few weeks that trouble was also completely relieved."

(Signed) OTTO SCHIPKE.

Res. Brunswick Hotel, Cor. 9th and Washington, Oakland, Cal.

This testimonial is local and authentic and not to be classed with those made up for advertising purposes and dated in inaccessible places. All testimonials printed by us may be easily verified.

Dr. Fong Wan Herb Co.
The Most Reliable
548 EIGHTH ST. COR. CLAY,
OAKLAND, CAL.

BELL-ANS

Absolutely Removes Indigestion. One package proves it. 25c at all druggists.

NOTICE TO CREDITORS

In the Matter of the Estate of Ann Eliza Briggs, Deceased.
No. 4276.

Notice is hereby given by the undersigned, Executor of the last will and testament of Ann Eliza Briggs, deceased, to the creditors of, and to all persons having claims against said decedent to file them with the necessary vouchers, in the office of the clerk of the Superior Court of Contra Costa County, State of California, or to exhibit them, with the necessary vouchers, to the said Executor at Rooms 4, 5 and 6, in the First National Bank Building in the City of Richmond, Contra Costa County, California, the same being designated as the place of business in all matters connected with said estate, within four months after the first publication of this notice.

Dated, October 26th, 1917.
ARBA J. HEALD,
Executor of the last will and testament of Ann Eliza Briggs, Deceased.

T. H. DE LAP, HIRAM E. JACOBSON and D. J. HALL, Attorneys for Executor.

Oct. 26, Nov. 2, 9, 16, 23

Subscribe for the Record-Herald.

HOUSEWIVES RESPOND TO HOOVER CALL

Full Quota of 500,000 Names Expected in California

"Will you conserve food now, or will you get in line with a bread card later?" This was the question asked by Food Administrator Harry Wheeler of Illinois at a large gathering in Chicago last week.

Though at first blush this may seem to be an exaggeration of actual conditions, reports received by the Food Administration in Washington from the producing centers of the United States show that it is imperative that every consumer of food in the country do their part toward the conservation of the Nation's food supply.

The Food Pledge Campaign which has been under way throughout the United States this week is rapidly drawing to a close. The major portion of 22,000,000 families in the country have signed their Food Pledge Cards. This is also true of California, but there is still a large number of pledges to be signed before this State will have exceeded its quota of 500,000 signers by a comfortable margin. We in this city, have as yet to sign a large number of Pledge Cards before we will have fulfilled the quota asked of us by the Government. If you have not already signed your Pledge Card, clip the one published in an adjoining column, and return it at once to the offices of the U. S. Food Administration in San Francisco. Immediately upon receipt of your Pledge you will automatically become a member of the U. S. Food Administration. A Window Card bearing the official emblem of the Administration will be mailed to you at once, as well as a Kitchen Card which tells in just what manner you can aid the Government in the saving of food and elimination of waste.

The mere signing of the Food Pledge Card does not mean that your responsibility ends there. It is just as necessary for you to follow the terms of the Pledge as it is for the soldier in the trenches to follow the commands of his officer. This war can and will be won by the United States. But it is of vital necessity that every man, woman and child do their part. And one of the most effective parts that can be played is the strictest economy in the use of food stuffs and the elimination of all waste. In another column you will find a day's menu for tomorrow. Follow this and see to what an almost unbelievable degree the family purse can be stretched, and at the same time have your family provided with a proper degree of appetizing nourishment.

That California in the final count will exceed its quota of pledges was the statement issued yesterday in San Francisco by Warren Manley, Director of the Pledge Card Campaign for California. Let it be the duty of every man and woman in this city to make every effort and make our city the banner Pledge City based on a percentage of population in California.

COMING EVENTS

NOV. 5-6-7—Teachers' Institute at the Lincoln Auditorium.

NOV. 5-6-7—Red Cross Ladies of Richmond, headquarters for visiting teachers of Contra Costa county, Bank Hall; meals served.

NOV. 6—Belgian benefit at Christian church, Tickets 25c.

NOV. 8-9—Bazaar of Wesley Ladies Aid at the church, corner of Ninth and Nevins.

NOV. 21-22—Ladies of First Christian church will hold a bazaar in the church parlors at 6th and Bissell.

NOV. 23—"Suzette" comedy, Red Cross benefit, at the Lincoln Auditorium.

NOV. 27—A food and apron sale and luncheon will be held by the Ladies of the G. A. R. at Pythian Castle.

DEC. 7—Fancy work sale by Young Married Women's club of Wesley church, in church basement.

HEAD STUFFED FROM CATARRH OR A COLD

Says Cream Applied to Nostrils Opens Air Passages Right Up.

Instant relief—no waiting. Your clogged nostrils open right up; the air passages of your head clear and you can breathe freely. No more hacking, sniffling, blowing, headache, dryness. No struggling for breath at night; your cold, catarrh disappears.

Get a small bottle of Ely's Cream Balm from your druggist now. Apply a little of this fragrant, antiseptic, healing cream in your nostrils. It penetrates through every air passage of the head, soothes the inflamed or swollen mucous membrane and relief comes instantly.

It's just fine. Don't stay stuffed up with a cold or nasty catarrh.

MRS. JOHN PETERS

Natural Electric Healer
Crittchett and Factory Streets,
Richmond, Cal.

NELSON SAYS MILK TRUST MUST BE DOWNED BY HOOVER

For business sagacity the milk trust has all other trusts skinned a mile.

Three of four months ago milk was \$2.50 a quart monthly. On the first, when the bill came due fifty cent interest was added. Now fifty cents interest per month on \$2.50 can almost be classed with usury, but like prize-fighters we stood up smiling, expecting another slap in the breadbasket. We got it.

October 1st, 1917, milk was three dollars a quart, monthly November 1st, same year, when the milk bill came, thirty cents was added for good measure. If we had not been so well prepared we should surely have fainted from the shock. We stood it O. K., reasoning that those of us who have passed the age where milk is a necessity can fall back on the water bucket. But what of the water-dividenders? Nature provides the water. The dividenders claim they own it. No escape there.

Now the common or poor people, who are always kept busy furnishing food, how about them? Babies must have milk. Water they very much object to. Yes, they even kick, when they find the cow has been letting the water leak into the milk.

What shall we do? Let us all pray.

Oh where, Oh where is Hoover? We all would like to know. We need him now to choke the trusts.

If he can't do it, it is up to us. Who? The people!
—Peter Nelson, 426 Virginia Ave., Richmond.

WALLACE REID HAS NEW STAR AT RICHMOND THEATRE

"The Hostage," Wallace Reid's latest Paramount production which is to appear at the Richmond Theatre on today and tomorrow will introduce to Paramount patrons a new leading woman, Dorothea Abrill. Miss Abrill has for some time been a member of the Paramount organization and gained widespread recognition for her excellent work in Mary Pickford's recent picture, "The Little American." Miss Abrill is an ingenue of great dramatic ability and without doubt the success she has scored in "The Hostage," will be followed by numbers of others which will be looked forward to with great pleasure by a large number of film devotees.

Robert Thornby was selected by the Paramount organization to direct Wallace Reid in "The Hostage." The photographer was Paul Perry who is noted for his extremely startling and unusual camera work, while clever young Dorothea Abrill is the leading woman. With this combination it is prophesied that "The Hostage" will be a notable picture play.

JEWEL BAND ENTERTAINED AT THE PETERSON HOME

Mrs. Peterson of 615 Third street, gave a Halloween party for the Mother's Jewel Band at her home yesterday afternoon and the little boys and girls had a very enjoyable time. Mrs. Peterson was assisted in entertaining by Mrs. DeBare. Refreshments were served and the afternoon was spent with games. The following were present: Mesdames Stanley, Lee Rose, Rogers, DeBare, Mitchell, Peterson, Doris Pinson, Harriet Alexander, Jennie DeBare, Edine Stanley, Marguerite Stanley, Betty Carlson, George Carlson, Lenora Smith, Laura Smith, Nab Pinson, Olive Champton, Alma Clark, Emma Wire, Sadie Cushing, Allene Cushing, Frances Vidal, Jessie Tanner, Arthur Rogers, Evelyn Peterson.

SEEING IS BELIEVING

We have convinced hundreds of stylish women that they can buy their wardrobes to advantage on the easy-payment plan; we'd like to convince YOU. CHERRY'S, women's store, 515 13th; men's store 528 13th street, Oakland.—Adv.

PLEDGE CAMPAIGN ENDS TOMORROW

Have You Signed Your Food Pledge Card?

Tomorrow ends one of the most important campaigns conducted by the United States Government since the beginning of the war. That of the Food Pledge which binds every signer to his or her utmost toward the conservation of food, and the elimination of waste in every household. According to unofficial returns that have been received from Washington, the United States has responded nobly to the call of Mr. Hoover, and from present indications more than 22,000,000 families have signed the Food Pledge. Unofficial returns also show that California is well on its way toward the 500,000 signature mark asked from this State by Mr. Hoover. There is still time to send the State's quota soaring above every other State in the United States, based on a percentage of population. If you have not signed the Food Pledge at this time, do so at once, and return it to the offices of the U. S. Food Administration in San Francisco.

Reports have been received from other sections of the State which show that we are still a little behind. This puts it squarely up to every citizen here to have his Food Pledge in the mail as soon as possible.

California has responded to the challenge of other States in the United States in such a way that only the official returns for Food Pledge Campaign Week will tell the story. It is apparent, however, that with the eleventh hour signatures that will be forwarded to San Francisco today, this State will be well up in the running. SERVE THE CAUSE OF FREEDOM. SIGN YOUR FOOD PLEDGE AND SEND IT IN NOW.

"Let Mayer Do It." If you want your old suit made like new. Ring up Phone 452. Cleaning, Dyeing, Repairing or Pressing. Work called for and delivered. Mayer's American Cleaning Works, 1117 Macdonald avenue.

Our Want Ads—Talk for themselves. They speak for results. Try one and see if it doesn't break the record in bringing you results.

HATS 50c

weekly, or a Hat with your Suit or O'Coat for \$1.00 weekly.



\$1.00 Each Week

pays for your own selection of the finest **SUIT OR O'COAT** money can buy. Only a small deposit down.

We Give American Trading Stamps

COLUMBIA OUTFITTING COMPANY

514 THIRTEENTH ST. Oakland

Phone Richmond 902

Contra Costa Realty Co.

REAL ESTATE

914 Macdonald Avenue

Richmond, Cal.

COAL

Draying and Storage

PILLOW BROS.

705 Macdonald Ave Phone 91

H. C. CAPWELL

OAKLAND

H. C. CAPWELL

Our Basement Store

(THE HOME OF LOW-PRICED DEPENDABLE MERCHANDISE)

Sale of Silk Dresses and Suits

\$10.95

All priced very much under worth

THE SUITS are new and pretty in style and are correctly tailored. They come in navy, black and green. Good quality of material and all copies of much higher priced models.

THE DRESSES are of rich, lustrous satin messaline in navy, green, taupe, gray, black and brown. Some very striking models among these, including the fashionable gather waist effects, large satin collars and embroidered belts.

Corsets

Specialty Priced at

79c

Two styles. One with medium bust and long hip, the other with low bust and short hip. Made of strong white (will) and flexibly boned. Four hose supporters attached and neatly trimmed at top with embroidery.

NEW FALL GINGHAMS, YARD

Hundreds of pretty plaids, checks and stripes. Excellent quality and medium weight. Buy now for future needs as gingham is steadily advancing in price.

14c

10-YARD BOLT OF LONGCLOTH \$1.79

Closely woven, chambray-finish material for children's underwear. A choice bargain.

WOMEN'S FLANNELETTE NIGHTGOWNS 77c

Only a limited number left at this price and we cannot replace in the same good quality so cheaply. Cut full and choice of neat striped patterns.

NEW FALL DRESS PLAIDS

Stylish patterns and color combinations in light and dark effects. Very fashionable for one-piece dresses.

36-inch width — 69c yard

42-inch width — 98c yard

BEAUTIFUL SILK TAFFETAS

\$1.48 YARD

Handsome lustrous finish and heavy weight. Width 36 inches. In all the wanted colors, including evening shades.

CHILDREN'S GINGHAM AND PERCALE DRESSES

Regular \$1.00 Values for

79c

Excellent quality material in various styles and patterns. You could not buy the materials in these pretty dresses at this price.

72x90 SHEETS, 59c

An extraordinary bargain. Made with welded center seam.

76x90 SHEETS, 69c

Made of standard sheeting. An attractive bargain for hotelkeepers and apartment houses. Cheaper than the muslin can be bought for.

WARM COMFORTERS, SPECIAL AT \$1.39

Made of soft, downy cotton that has been thoroughly cleaned and covered with silkoline in attractive patterns. Extra special.

HEAVY FLEECE BLANKETS, \$1.19 PAIR

In grey and tan with pretty colored borders. Heavy weight and warmly fleeced.

HEAVY TURKISH TOWELS, 23c

Note the size, 21x43. All white with hemmed ends. Double thread weave and very absorbent.

LINGERIE WAISTS

89c AND \$1.19

Good quality voiles, lawns and organdies, trimmed with laces, insertion and embroidery. A rare bargain.

79c

HOSIERY AND UNDERWEAR BARGAINS

Capwell's
Clay, Fourteenth and Fifteenth Streets
OAKLAND

TOYS—THIRD FLOOR

Quick Acceleration

That's the medium boiling points in Red Crown—the middle links of the continuous chain—low boiling points for easy starting, medium boiling points for quick and smooth acceleration, high boiling points for power and mileage.

RED CROWN The Gasoline of Quality

Is a product of straight distillation, a real refinery gasoline—not a mixture—having the correct boiling points in a continuous unbroken chain.

Be sure and get Red Crown. At dealers everywhere and Standard Service Stations.

STANDARD OIL COMPANY (CALIFORNIA)



Continuous chain of boiling points

High Boiling Points for power & mileage

Medium Boiling Points for quick and smooth acceleration

Low Boiling Points for easy starting

Sign and Return to Ralph P. Merritt, Federal Food Administrator for California, 500 First National Bank Building, San Francisco.

PLEDGE CARD FOR UNITED STATES FOOD ADMINISTRATION

IF YOU HAVE ALREADY SIGNED, PASS THIS ON TO A FRIEND TO THE FOOD ADMINISTRATOR:

I am glad to join you in the service of food conservation for our Nation, and I hereby accept membership in the United States Food Administration, pledging myself to carry out the directions and advice of the Food Administrator in my home, insofar as my circumstances permit.

Name.....

Street.....

City..... State.....

There are no fees or dues to be paid. The Food Administration wishes to have as members all of those actually handling food in the home. Anyone may have the Home Card of Registration, but only those signing pledges are entitled to Membership Window Card, which will be delivered upon receipt of the signed pledge.

THE STORE FOR EVERYBODY

WATCH THIS SPACE EVERY DAY AND SAVE MONEY

53 DAYS TO CHRISTMAS

Make your selections early. Pay a small deposit and we reserve the goods FOR YOU UNTIL CHRISTMAS.

Headquarters for toys of all kinds. Wheel goods, barrows, wagons, velocipedes, etc.

Meet Me at **The Fair** Save Money
C. C. OLNEY
Phone Richmond 811 731 Macdonald Avenue

SECRETARY MAAS' LETTER FROM CAMP

(Continued from Page One.)

hours. Here free writing materials are furnished and many, many letters are written to the "home folks" which otherwise would have been forgotten or neglected. An abundance of reading matter is furnished in the magazines and periodicals kindly donated by the general public. An open hearth log-fire makes the reading room exceptionally "homey." A phonograph and piano are also provided and they are kept in nearly perpetual action by the music loving boys.

"Also every effort is being made by the officers in charge to provide clean and healthful surroundings. Athletics of all kinds are common and high physical development encouraged. The right kind of conduct is ever maintained before the men by the action of the officers in charge. A finer set of officers too, would be impossible to obtain. They are kindly, courteous and patient toward even the rawest material or the most obnoxious offenders. A strict discipline is however, maintained and is highly beneficial to the boys. It teaches respect and prompt obedience.

Our commanding officer, Lieutenant Edward Faubert, is one of the finest men I have ever met. The fellows all fairly loved him and would have gone into the very jaws of death to serve him. It is this quality in officers which Uncle Sam has so widely provided in abundance, which is building such a marvelous army. One such man can

instill his spirit into the entire company with a truly surprising effect. A word or two as to "chow" and other features. It is true that we are not especial pampered with excessive luxuries, but who expects these in the army? We received an abundance of the substantial things which "stick to your ribs" and are best for the conditions of warfare. When one thinks what the boys in Europe are getting, we were actually banqueting. And this is much our war as theirs, so why kick?

Regular habits are another lesson being daily taught. No more nine a. m. calls for pampered sons! And on the other hand no one is obliged to lose any sleep on account of industrial or social reasons. Iron cots with mattresses of straw make very comfortable bunks. Two army blankets and a quilt make one as snug as desired. And plenty of fresh air in sleeping quarters is provided. The cooler climate of the American Lake country is a feature rather to be desired than otherwise. It is gradually hardening the men accustomed to warmer places. To the necessary degree of hardness should they be suddenly moved to the East or elsewhere, they would not be unprepared for such a change.

Taken all in all, the fellow who is drafted and can go, is really a lucky man. It is the fellow rather who has to remain at home at the old job who is "out of luck." And if you don't believe this, ask any of the boys already there, and with the exception of possibly a few "molly-coddles" they will tell you this is true.

Lithia Water corrects the acidity of the stomach, and aids digestion. Phone 315, Richmond Soda and Mineral Water Co.

LOCAL MENTION

Pertinent remarks about well-known People in Richmond Happenings about Town

Mrs. A. K. Adair of the West Side is entertaining Mrs. A. C. Lockhart of Los Angeles this week.

After a two-weeks vacation visiting friends in Merced, A. L. Finley returned home yesterday.

The people are admonished to see that three-cent stamps are placed on their letters today, instead of the customary two-cent stamp. Postals going out of town should have two cents on them, instead of one cent. The new stamp law went into effect this morning with the opening of business.

R. W. Ames who has just completed arrangements to represent the New York Equitable Life Assurance Society in this city. His headquarters will be in the Cunningham building and Dr. Cunningham will be the examining doctor for Richmond and Contra Costa county. Mr. Ames' territory covers all of Contra Costa county.

The order of American Yeomen held a meeting last night and afterward the members enjoyed a delightful banquet. Tonight the members will journey to Oakland where they will be entertained with initiatory exercises and a banquet.

Rev. D. W. Calfee, the Kumane officer departed for Modesto this morning for the purpose of aiding a woman who has nine children and a small piece of property on which to sustain them.

Dr. C. L. Abbott is in the East attending a doctor's convention and incidentally he is visiting his folks in Ohio before leaving the French war front with the San Francisco Base Hospital unit. He expects to be called to his duties at any moment now and there are several others in Richmond who are going with the same contingent.

Cashier Larkin Younce of the First National Bank, who has been ordered to American Lake and at the same time called to join his aviation corps in San Francisco, will not be compelled to make the long journey to Camp Lewis after all. The local exemption board will release him to the Presidio authorities.

A. R. Pearcy who was called to Fort Worth, Texas several weeks ago by the illness of his father, returned home yesterday.

The Boy Scouts of Wesley Methodist Episcopal church hiked out to the hills back of Grand Canyon Park last night under the leadership of Rev. Frank Linder. They built a fire and spent the evening telling stories and roasting potatoes. The boys report having had a delightful time.

The Club Mendelssohn held an enjoyable meeting yesterday at the home of the Misses Conlon in El Cerrito. The program consisted of a discussion of the American musical composers. Mrs. E. M. Ferguson rendered a solo and some of the members favored the others with plantation melodies. The next meeting of the club will be held at the Red Cross headquarters.

John Holt is reported to be seriously ill at his home on Santa Fe avenue at the Point.

Yesterday evening at the Richmond theater a scene was presented in front of the box office which reminded one of a grand opera season before the box office of the old Grand Theater in San Francisco before the big fire. The line of ticket buyers last night to see Mary Pickford's film presentation of Rebecca of Sunnybrook farm extended almost to Sixth street—almost an entire block.

There is to be another attempt to re-district the county and make a supervisorial district of Richmond and another of the outside territory comprising the First Supervisorial district. At the present time The First Supervisorial district is almost half of the county numerically and financially. We figure the tall should be no longer required to wag the dog.

LIBERTY BOYS REST FROM WORK ON FIRING LINE

AMERICAN HEADQUARTERS IN FRANCE, Nov. 2.—"Good luck, boys. Give them hell if they start anything."

"Thanks, we'll do it. Tell them to have a good hot fire going at village when we get back."

It was low toned conversation between in and out going battalions taking lessons in trench warfare by actual experience.

That is the spirit of the American soldiers as they go to and from the firing lines to battle with the boches.

The first battalions, having completed the given period of training moved silently out of the trenches on a certain moonlight night. Their march was over frozen ground and was marked only by the sudden encountering of other American battalions in route to the trenches and distinguishable from the French only by the shape of their helmets.

There were few other exchanges. The returning ones were tired and muddy, but thoroughly happy.

The straw beds or rauen billets placed in long rows in the frame barracks looked mighty good to the "Sammys," who have been sleeping some nights in wet dugouts and spending many hours in the trenches.

Throughout the majority of these companies, reveille was postponed an hour in order to give an extra chance for sleep.

WHENEVER YOU PLAN

to buy a new fall suit, look first at CHERRY'S at the lovely duvetynes, burellas, serges, wool velours, etc., now in stock at surprisingly reasonable prices, and on easy terms of payment. Women's store, 515 13th; men's store, 528 13th Street Oakland—Advt.

RESULTS
The Key to Successful Want Ads—Read our Apartments Rooms—Houses to let ads They'll Open the Door to just what you want.

TITANIC CROWD

TAKES ADVANTAGE OF STIEFVATER'S NEW PLAN OF MERCHANDISING TO FURTHER PROVE THE VALUE AND ADVANTAGE OF BUYING YOUR MERCHANDISE FROM EITHER ONE OF OUR TWO STORES, WE ARE QUOTING BELOW, JUST A FEW OF OUR MANY MONEY-SAVING PRICES THAT WILL BRING TO OUR STORES A WHOLE ARMY OF ECONOMIC HOUSEWIVES, WHO

AT

THIS TIME ARE DOING EVERYTHING POSSIBLE TO SAVE MONEY ON THE FAMILY GROCERY BILL—

All Corn Flakes	Regular 2 for 25c	Stiefvater's Price	11c pkg.
Rex Brand Lye	Regular 10c pkg.	"	8c can
Kingsford Corn Starch	Regular 13c pkg	"	10c pkg.
Kingsford Gloss Starch	regular 13c pkg	"	10c pkg.
Eagle Brand Milk	regular 25c can	"	20c can
Sack Salt	regular 10c sk.	"	7c sack
Quaker Oats	regular 15c pkg.	"	13c pkg.
Vitos Mush	regular 20c pkg.	"	17c pkg.
Argo Starch	regular 2 for 15c	"	5c pkg.
Devised Meat	6c can	"	5c can
Large Pkg. Hyd Pura	regular 25c pkg.	"	22c pkg
I.X.L. Tamales lrg can	regular 2 for 25c	"	9c can
None Such Mince Meat	reg. 2 for 25c	"	10c pkg.
4 tier Fancy Pippin Apples	reg. \$1.50 bx	"	\$1.30 bx.
4 tier fancy Bellfleur Apples	reg. \$1.40 bx	"	1.25 bx.
Fancy Potatoes	reg. \$3.25 sack	"	\$2.85 sk.

Stiefvaters

801 MACDONALD AVE.
Phone Richmond 83

115 W. RICHMOND AVE.
Phone Richmond 41

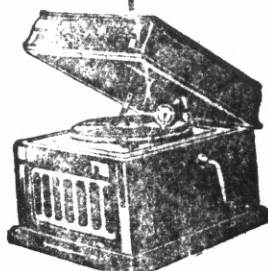
Your Neighbor Has a Phonograph

His home is filled with joy, cheer and pleasure—No dull moments in his house—Music, song and dance and a good time all the time for the whole family.

WHY DON'T YOU GET A PHONOGRAPH?

and enliven your home and bring a world of happiness to your family. It doesn't mean any extra expense, for we will give you

FREE ONE OF THESE
\$50 Rex Phonographs



Handsome large machines—16 1/2 x 20 inches in size—of highest quality and beautiful tone and play with a sapphire jewel-point needle that does not have to be changed. Given free to introduce the new double disc Rex Records.

We deliver the Phonograph to you at once and 11 Records of your own choice—22 selections

NOTHING DOWN

To secure the phonograph free, you agree to buy 88 Rex 10-inch double disc records at 75c each. For the 11 records sent with the machine, you pay nothing down, and at the end of a week you pay 50c weekly until the 11 records are paid for. The remaining 77 records are to be paid for at the rate of not less than one 75c record each week (more if you wish), commencing within one week from date of delivery of machine. Thousands of selections—every kind of music—two selections on each record. Many new records issued each month.

The Stern Talking Machine Co.

OPEN 721 MACDONALD AVE., OPEN EVENINGS RICHMOND, CALIF EVENINGS San Francisco Store, 1085 Market St. nr. 7th.

Store open every Saturday evening

Enjoy the convenience of a charge account

Oakland Store

S-N-WOOD & CO.

14-16 & WASHINGTON - OAKLAND
4 TH STREET - SAN FRANCISCO

Children's Coat

All-wool, trim, trim coats lined throughout, colors navy, green, blue, gray, and gold. Sizes 6 to 14. \$12.50

Reductions Start the Month of November and Every Department in the Store Is Affected

Reductions

Women's Suits

formerly to \$69.50

\$39.65

The finest, most exclusive suits in our stock—broadcloths, silvertones and suede velours—many richly fur trimmed and all superbly lined. Every seasonable shade and only one of a kind. Bargains!

Other Suits Now

\$18.85 \$24.75 \$29.75

Reductions

Silk and Serge Dresses

\$14.75

A limited lot of decidedly attractive all-wool serge dresses and silk dresses, as well as a few in combinations of silk and serge. Extraordinarily low priced at this figure.

Reductions

Women's Coats

formerly to \$65

\$39.65

An extraordinarily special group of coats of bolivia, suede-velour, broadcloth and novelty weaves—some with large fur collars—super quality coats in every detail.

Other Coats Now

\$12.95 \$16.50 \$19.75

Reductions

Coats

\$28.75

An even twenty luxurious coats of superior suede velours—Kitt Cone collar and with a wide six-inch band around the bottom. All new shades—all 50 inches long—all lined.

Men! Your New Suit or New Overcoat

Suits

Suitable suits and overcoats for men of all types and all ages

Populism knows no place in this clothing stock. Late styles—yes—but extremes are out of place here as a dress suit at the movies. Conventional, correct—yes, however, is an outstanding feature—expressed in the new double breasted suits, the pinch back models and the athletic English styles.

O'Coats

The Belted Trench Model, the topper, the knitted style, and the long ulster effect.

Here are overcoats— inexpensive ones, too—any one of which you may be proud to have for an every-day companion. They are the kind that you would willingly introduce to your friends—for they are representative in every respect.

Not Special, But Extra Good Value

\$15, \$20, \$25, \$30 to \$40